

SUBMITTED BY: Xenia Gonzalez, NRG Director

MANAGEMENT TEAM REVIEW: Ana Urquijo, City Manager

FOCUS AREA: Strengthen Trade and Commerce

**ORGANIZATIONAL
IMPROVEMENTS:**

SUBJECT: **SECOND READING OF ORDINANCE 25-1222**, an Ordinance of the Mayor and Council of the City of Douglas, Cochise County, Arizona, **ADOPTING** the document filed with the City Clerk and entitled “**2025 AMENDMENTS to ARTICLE 7 – SUPPLEMENTARY DISTRICT REGULATIONS: SIGNS**” by reference to amend certain provisions of the Douglas Municipal Code relating to supplementary district regulations on signs; establishing severability of components of Ordinance; and establishing an effective date thereof.

EXECUTIVE SUMMARY:

The Planning and Zoning Commission met on October 2, 2025, and recommended to the City Council to approve the proposed amendments of the Douglas Municipal Code Article 7 (ZCA-2025-01) to update the existing sign regulations to better reflect modern signage practices and industry standards.

BACKGROUND:

The current sign code is limited to two sign types, with standards for height and square footage that no longer align with contemporary needs. Staff has observed an increase in inquiries and requests for signage that exceed existing regulations, often requiring Special Use Permits. The frequent exceptions highlight the need to reevaluate the code to ensure that it remains functional, fair and adaptable to evolving sign practices.

The proposed amendment seeks to:

- **Support economic development:** By providing businesses with greater flexibility in signage options
- **Promote clear and consistent standards:** the update will reduce ambiguity, streamline the review process and minimize the need for Special Use Permits
- **Enhance community character:** Revised sign standards will ensure signage contributes positively to the aesthetic quality of the city while accommodating modern design practices
- **Improve public safety and wayfinding:** Adjusting standards for sign placement, size and design can enhance readability for motorists and pedestrians, supporting safe and effective communication
- **Align with contemporary practices:** the amendment reflects evolving industry standards and technological advancements in signage, ensuring the city’s regulations remain relevant and adaptable.

Potential revisions include, but are not limited to, increasing allowable sign height and area, and providing greater flexibility in the number and types of permitted signs.

DISCUSSION:

The proposed Douglas Municipal Code Text amendment is consistent with General Plan goals, objectives and policies. Staff recommend approval.

Fiscal Year: 2025/2026

Amount Requested: N/A

Budgeted: N/A

“...I MOVE THAT THE MAYOR AND COUNCIL APPROVE THE SECOND READING OF ORDINANCE NO. 25-1222 BY NUMBER AND TITLE ONLY.”